

Staff Summary Report

Development Review Commission Date: 04/24/07

Agenda Item Number: 2

SUBJECT: Hold a public meeting for a Development Plan Review for SOUTHWEST INSTITUTE OF NATURAL AESTHETICS located at 1112 East Apache Boulevard.

DOCUMENT NAME: DRCr_SWInstOfNaturalAesthetics_042407 **PLANNED DEVELOPMENT (0406)**

SUPPORTING DOCS: Yes

COMMENTS: Request for **SOUTHWEST INSTITUTE OF NATURAL AESTHETICS (PL070085)** (K. C. Miller, SWINA, owner; Carmen Marrero, SWINA, applicant) for an existing building exterior color modification located at 1112 East Apache Boulevard, in the CSS, Commercial Shopping and Service District and the Transportation Overlay (Corridor) District, including the following:

DPR07036 – Development Plan Review including building elevation modifications.

PREPARED BY: Kevin O'Melia, Senior Planner (480-350-8432)

REVIEWED BY: Lisa Collins, Planning Director (480-350-8989)

LEGAL REVIEW BY: N/A

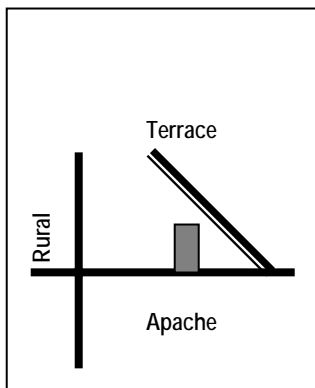
FISCAL NOTE: N/A



RECOMMENDATION: Staff – Approval, subject to conditions (1 - 17).

ADDITIONAL INFO:

Information available from BA050135 file & site observation



Site Area:	+/- 41,520 s.f. (0.953 acre)
Building Area:	+/- 5,448 s.f.
Bld'g/Lot Coverage:	+/- 13 %
Landscape Area:	+/- 10,013 s.f.
Ldscp/Lot coverage:	+/- 24 %
Front Setback:	+/- 120 ft. (other setbacks unimportant to the case)
Auto parking required:	27 [5,448 s.f. / (200 s.f./auto)] for vocational school
Parking provided:	57 (58 allowed per variance BA980226 for eatery)
Bike Parking required:	4 [5,448 s.f. / (1,500 s.f./bike)]
Parking provided:	0 (increase to minimum 4 per condition)

The applicant is requesting an alternate color modification of the existing building and site wall plaster surfaces (the original request was continued). The plaster projections on the building evoke the New York City skyline. The applicant seeks to enhance these surfaces with color as a reflection of the vibrancy of this school and of the re-emerging Apache Boulevard Commercial district. The staid brick veneer field of the building will be left alone.

The colors have been muted from the original proposal. Paint is an easily reversible application limited to plaster surfaces of the building and site walls. A neighborhood meeting is not required with this application.

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- 2-3. Comments
3. Reasons for Approval
- 3-5. Conditions of Approval
- 5-7. History & Facts
7. Zoning & Development Code Reference

ATTACHMENTS:

- A. Location Map
- B. Aerial Photo
- C. Design Narrative
- D. East Elevation (photo; each elevation is number coded to the color key)
- E. South Elevation (photo)
- F. West elevation and Perimeter Wall (photos)
- G. North Elevation (photo)
- H. Site Plan (enlarged aerial photo)

COMMENTS:

The applicant is requesting approval of a color modification of the plaster surfaces of the building and site walls. Existing terra cotta clay modular brick will remain. Seven new paint colors are proposed for the plaster surfaces of the building and site walls.

The Design Review history reveals the building has undergone several makeovers in its thirty plus years of existence. The makeovers encompassed the various restaurant and bar users, from Sirloin Stockade through Land Shark's Billiards. The original appearance of the building resembled a ranch house: a long, low gable roof form with a north-south ridge, deep overhangs and a wide fascia. The exterior walls were faced with modular brick except for exterior plaster at the storage functions in back of kitchen on the west of the building. The history indicates subsequent restaurant and bar users continually tinkered with the color and surfaces of the building, including proposals for concealment of the brick. During the Peppino's Pizza era the roof was concealed behind parapets (the north-south ridge still exists), the brick was exposed and extended upward and framed with plaster corners and coping, and the plaster bridge and skyscraper forms were applied. This makeover, which also included extensive site and landscape improvements, is roughly where the building is at present.

Project Analysis

The project is located on the north of Apache Boulevard between Rural Road and Terrace Road in an area that is being transformed by the light rail transportation system and the development advantages offered by the Transportation Overlay District. The light rail line is under construction in the center median of Terrace Road to the northeast of this property. The triangular property immediately east of this property is currently vacant. A neighborhood convenience store that faces Terrace is to the north of the site. The subject site and the convenience store share an internal drive access. The Southwest Institute of Healing Arts (part of the school that includes this building) occupies the site immediately to the west.

Notably, the New School for the Arts is in the vicinity, directly east of Southwest Institute of Natural Aesthetics on the east side of the Terrace and Apache intersection. With student art including a street view collage mounted prominently on their building, New School of the Arts provides a neighborhood atmosphere that this proposal in a similar way emulates.

The surface on which the colors are to be applied is already unusual. The south, east and north elevations of the building, reflecting the vision of the Peppino's Pizza ownership, are decorated with formed plaster box outs that represent the New York skyline, including the Brooklyn Bridge, the Empire State Building, and (sadly) the World Trade Center. In its subsequent history (Donny Brasco's Bar) these forms were approved for neon outline lighting. Today, the formed plaster box outs, the plaster wall surfaces of the original kitchen and storage uses on the west of the building, as well as the window trim, corner molding and the coping (parapet cap) on the elevations are a light sand color. Cracking in these surfaces have been repaired in preparation for painting.

The applicant seeks a multi-tone, yet muted expression where the accent colors are confined to the plaster surfaces. Whereas before, very bright colors were set in a mosaic, seemingly random, pattern on the plaster surfaces, in the current proposal the colors largely follow the edges of the plaster shapes. This design shift, more than the color changes, allows for a more comfortable but nonetheless a vibrant face on the building.

The colors themselves include a subtle four tone shift from Khaki (light brown) to Woven Basket (golden brown) where the four tone shift typically is seen together in several places on the building. Additionally there are two reddish accents: Sequoia Grove (blood orange) and Applesauce Cake (light orange), plus one neutral green accent: Bahia Grass. The light orange accent is confined to the site walls and the large plaster surface of the west elevation. The terra cotta accent is the coping on the building and site walls, and works well with the terra cotta red of the existing brick veneer.

As before, staff has conditioned that the existing wrought iron fence and the east facing portion of the site walls are in a design sense part of the background of the building, along with the brick veneer, and shall remain neutral in their coloring.

Staff has conditioned the removal of the spheres from the south elevation. The spheres are a new element of this proposal. The spheres are unrelated to the New York skyline design concept and to the other features of the building and site. The applicant may wish to discuss this condition with the Commission, but staff will not support the spheres.

Staff is amenable to the use of accent flowers in pots that have been introduced in this proposal, however, staff has conditioned that the applicant make separate Development Review application for review and approval of refurbishment of landscape on the entire site, including the accent flower feature.

Conclusion

Staff recommends approval, subject to the attached conditions of approval.

REASONS FOR APPROVAL:

1. The project meets the General Plan Projected Land Use for this site.
2. The applicant has listened to March 27 critique of the original proposal from the Commission and has responded with a proposal that, while still colorful, is muted. The proposal also enhances rather than deconstructs the forms on which the colors are applied.

DPR 07036

CONDITIONS OF APPROVAL

General

1. Complete the color modification by **April 24, 2008** or Development Plan Review approval will expire.
2. Specific requirements of the **Zoning and Development Code** are not listed as a condition of approval, but will apply to any application. To avoid unnecessary review time, and reduce the potential for multiple plan check submittals, it is necessary that the design team be familiar with the Zoning and Development Code (ZDC), which can be accessed through www.tempe.gov, to 'Tempe in Touch', to 'Government', to 'Documents' and to 'Zoning and Development Code', or purchased at Development Services.

Site Plan

3. Resolution of refuse pick-up and access control at drive to north. Complete the following:
 - a. Demolish the existing refuse enclosure and replace in the same general location with a smaller enclosure that conforms to Standard Detail DS-116. This detail is available through Development Services. Orient this enclosure with the opening facing south, directly into the drive aisle on the east of the building. Reconfigure the curb and landscape island as needed around the refuse enclosure. Include the enclosure and the island modification in the site landscape plan required in condition 16.
 - b. Remove the refuse container that is sitting on parking spaces at the northwest corner of the site and insert this container in the refuse enclosure.
 - c. Add a manual access control gate across the driveway that connects this site to the Convenience Store to the north. This gate may be normally locked but must be open on refuse collection days. Provide a Knox padlock on the gate that allows the gate to be opened by the Fire Department in an emergency. Detail of the gate and emergency ingress requirement are subject to approval, respectively by Planning Division and Fire Department staff.

4. Provide four bike parking spaces for the institute on the concrete pad near the southeast corner of the building. Each bike parking space is 2 ft. by 6 ft. Install bike hitching posts in conformance with standard detail T-578 (this detail may be accessed through www.tempe.gov/engineering or the detail book may be purchased from the Engineering Division, Public Works Department). One hitching post may suffice for two bikes if the post is centered between two spaces.
5. Place the existing backflow prevention equipment at the southwest site corner in assemblies in pre-manufactured, pre-finished, lockable cages (one assembly per cage).
6. Paint existing site utility equipment boxes including transformer at northwest corner of building. Color choice must also have approval of utility provider. Do not paint over instructional or warning decals on the equipment boxes.

Building Elevations

7. Do not add the spheres to the south elevation. Leave the existing plaster forms on the building in their present configuration.
8. Apply accent color(s) to the existing, exposed fire riser at the west elevation near the southwest corner of the building.
9. At backsides of roof parapets, including those that are exposed as well as those that are completely concealed, provide light orange color (Behr 260F-6 Applesauce Cake), matching the color proposed for the site walls.
10. At existing steel fence, treat for rust where occurs and repaint all surfaces white, matching the existing fence color.
11. Typically paint both sides and top of site screen walls and monument sign base with cap and field color as indicated, including the sides facing west to the Southwest Institute and south to Apache Boulevard except as follows:
 - a. East of the site, paint the side of the screen wall facing east into the adjacent property a flat white.
 - b. At the refuse enclosure, paint the three wall surfaces of the interior of the enclosure a flat white that will help silhouette intruders.
 - c. Do not paint any off-site walls.
12. Conceal exposed electrical conduit that has recently been applied on the brick and plaster surfaces on the west side of the building. Obtain an electrical permit for the conduit change and repair plaster and brick surfaces as part of this operation.
13. Provide main colors and materials with a light reflectance value of 75 percent or less. Specific colors and materials exhibited on the materials sample board are approved by planning staff. Submit any additions or modifications for review during building plan check process. During the repaint, planning inspection staff will verify colors on site.
14. Where modifications to security lighting or address signs are proposed, submit for building plan check and planning plan check for permit prior to commencing this work.

Landscape

15. Correct the violation to condition 4 of the Use Permit for Southwest Institute of Healing Arts (BA050135) as follows. Replace missing trees on site and in frontage with specimens that are minimum 24" box at installation, at a minimum including street trees on Apache Boulevard and in parking lot landscape islands. One tree is required per island. One tree is required per thirty running ft. of street frontage (these may be clustered and are not required to be 30 ft. on center). On Apache Boulevard and in the landscape islands, provide thornless 'Desert Museum' Palo Verde in keeping with Apache street tree policy and the existing Palo Brea on site. Additionally, provide a minimum five plant groundcovers in each parking lot landscape island. Select plant groundcovers from "2 ft. Plant List" in conformance with ZDC Appendix "B". The list is also available at the Development Services Department counter. Repair and extend existing irrigation system as required so all existing landscape on site and in frontage is served.
16. Separately process a Development Plan for a site landscape design, including potted annual flowers around the building, similar to as proposed by the applicant. Also include the refuse enclosure reconfiguration and driveway gate in the site landscape design, as described in condition 3. Incorporate the trees of condition 15 and generally preserve the existing, surviving landscape to the greatest extent possible. Have a registered landscape architect or an individual with a horticultural specialty prepare the submittal drawings.

Signage

17. Separately process a sign permit to stencil the stylized letters "SWINA" and the stylized "I" that appears twice (mirror image) on the south elevation. This sign may not be illuminated from a ground mount flood. Conform sign illumination (if any) and the sign itself to ZDC Part 4 chapters 8 (Lighting) and 9 (Signs).

HISTORY & FACTS:

- | | |
|-------------------|---|
| 1975 | Design Review Board (DR-75.48) approved the building and landscaping for Sirloin Stockade located at 1112 E. Apache Blvd. in the C-2, General Commercial district. |
| October 13, 1975 | Board of Adjustment approved a Use Permit for Sirloin Stockade to permit a mobile home to be used as a caretaker's residence at 1112 E. Apache Blvd. during the construction of the building. |
| October 19, 1977 | Design Review Board denied the request of Fred Gang's Sirloin Stockade to repaint the entire building to "Navajo White" (off white, with an orange accent stripe along the roof line) at 1112 E. Apache Boulevard. in the C-2 General Commercial district.
Note: the proposal included paint application on the existing brick. |
| February 21, 1979 | Design Review Board approved the modifications to building and sign for Fred Gang's Sirloin Stockade located at 1112 E. Apache Boulevard in the C-2, General Commercial district. |
| March 18, 1981 | Design Review Board (DR-79.13) approved the building elevations, site and landscape plans and signage for Butterfield's Restaurant at 1112 E. Apache Blvd. in the C-2, General Commercial district.
Note: Condition 11 reads as follows: "That all existing brick presently on this building, not be painted and/or covered with wood siding. Details to be approved by staff prior to issuance of building permits."
Note: Condition 12 reads as follows: "That a red brick base be incorporated into freestanding signs, bricks to match as closely as possible the existing brick used on buildings, and shall not exceed a height of 4'." |

June 24, 1981	Board of Adjustment approved two variances for Butterfield's Restaurant to increase the area of a freestanding sign from 24 s.f. to 71.5 s.f. and increase the height from 8' to 12' for a period of 6 months.
May 26, 1982	Board of Adjustment approved a variance to allow advertising copy on a freestanding sign for Butterfield's Restaurant.
August 4, 1982	Design Review Board approved the elevation modifications for Butterfield's Restaurant located at 1112 E. Apache Blvd. in the C-2, General Commercial district.
August 18, 1985	Design Review Board continued request for elevation modifications for "Restaurant" located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
September 4, 1985	Design Review Board continued the request for a color change to the building elevations for "Restaurant" located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
October 2, 1985	Design Review Board approved the elevation modification for "Restaurant" located at 1112 E. Apache Boulevard in the C-2, General Commercial district. Note: this proposal included covering of the brick. The following color condition was attached: 1 That the paint theme be as follows: a. Primary building color - Gray; b. Fascia and window trim – Woodlawn Green c. Wood panel – Maya Pink
May 4, 1988	Design Review Board approved the request for signage by King's Fine Chinese Food located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
March 3, 1998	Hearing Officer approved the request for the following by Peppino's Pizza a. Use Permit to allow a pizza restaurant; b. Use Permit to allow outdoor dining in conjunction with the restaurant; c. Variance to reduce the required off-street parking from 73 spaces to 59.
March 18, 1998	Design Review Board approved the building elevations and continued the landscape plan for Peppino's Pizza located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
September 1, 1998	Hearing Officer approved variance request by Peppino's Pizza to reduce the required on-site parking from 59 to 58 spaces to accommodate an outdoor dining area.
November 12, 1998	Design Review Board Staff approved request by Peppino's Pizza for a landscape plan. Note: this approval concluded the entitlement process begun on March 18, 1998.
September 19, 2000	Hearing Officer approved the request by Donnie Brasco's Restaurant to open a restaurant on the site previously occupied by Peppino's Pizza. The site is located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
October 17, 2000	Hearing Officer approved the request by Donnie Brascos for the following: a. Use Permit to allow live entertainment, including a disc jockey and jazz band; b. Use Permit to allow the use of an existing outdoor dining patio in conjunction with an existing restaurant.

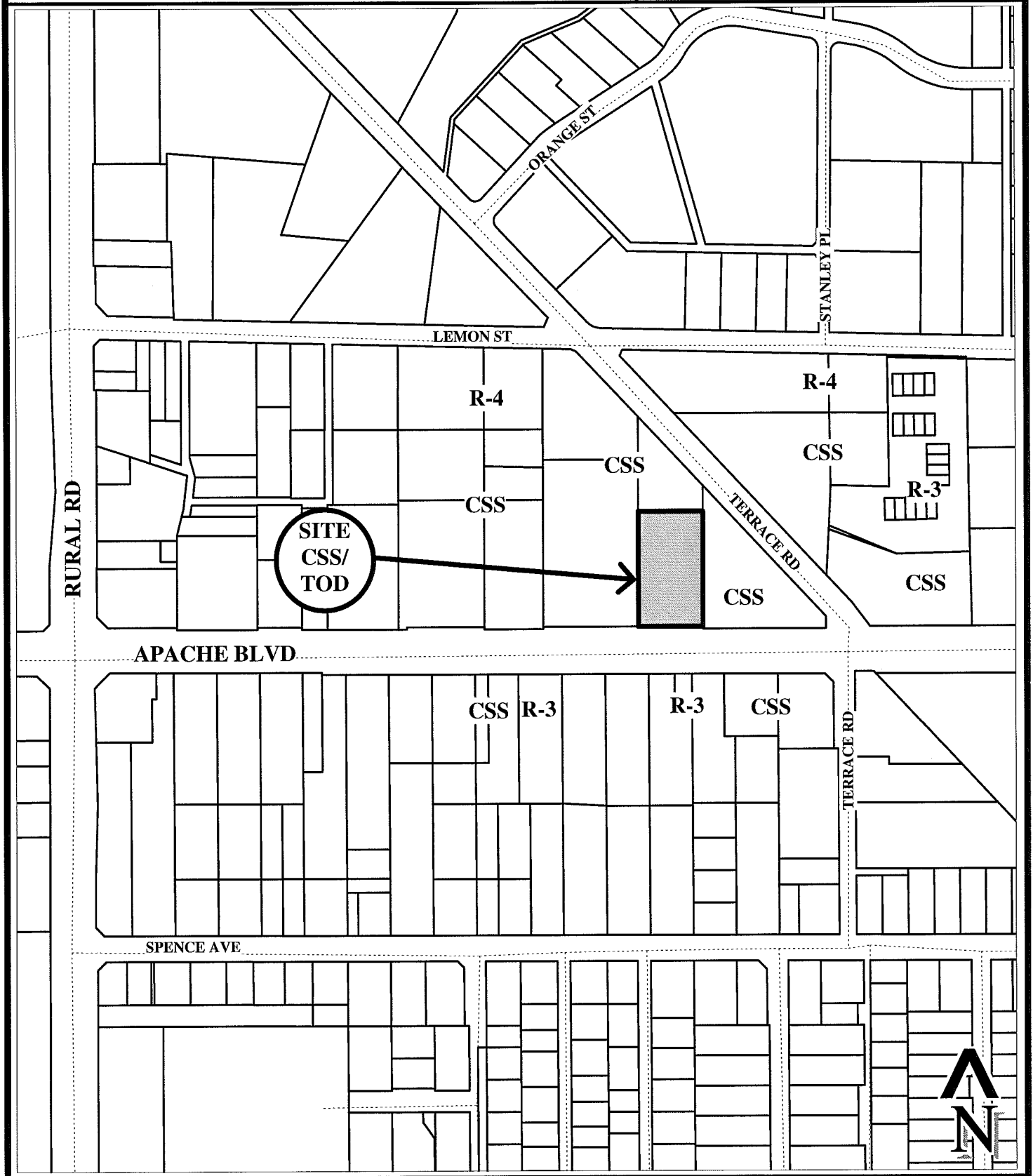
- December 14, 2000 Design Review Board Staff approved the request for outline neon (indicated as Building Accent Lighting) on the plaster skyscraper and bridge forms for Donnie Brasco's located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
Note: the approval included the following condition to scale down the extent of neon:
1 Delete uppermost primary building outline neon to provide a "black" background for accented architectural design elements, details to be approved by staff.
Note: the proposal was originally going to the Design Review Board on December 20, 2000, but the compromise condition 1 (above) allowed the case to be staff approved. The approval was signed by the Deputy Director of Development Services.
- June 12, 2001 Design Review Board Staff approved the request for building elevations, site and landscape modifications for Southwest Institute for the Healing Arts located at 1100 East Apache Boulevard in the C-2, General Commercial district.
Note: this is the present use to the west of the subject site.
- August 21, 2001 Hearing Officer approved the request by Donnie Brasco's located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
Note, the approval included the following:
a. Use Permit to allow conversion of an existing restaurant into a bar.
b. Variance to reduce required on-site parking from 109 spaces to 58 spaces (this variance is triggered by an intensification of this use from the previous use).
- December 17, 2002 Hearing Officer approved the Use Permit request by Landsharks Billiards and Sports Lounge located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
Note: the approval included the following:
a. Use Permit to allow a bar and restaurant.
b. Use Permit to allow a billiard hall
c. Variance to reduce required on-site parking from 71 spaces to 58 spaces (this reflects earlier variance for parking reduction).
- August 5, 2003 Hearing Officer approved the Use Permit request by New School for the Arts – Middle School to allow a 7th and 8th grade charter school located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
- September 22, 2005 Hearing Officer approved the request by the Southwest Institute of Healing Arts for a Use Permit to allow a vocational school (massage and natural aesthetics) located at 1112 E. Apache Boulevard in the C-2, General Commercial district.
Note: the conditions of approval included the following, which was not fulfilled:
4. Replace dead and missing landscape material from parking lot islands by 12/20/05.
- March 27, 2007 Development Review Commission continued the request for Southwest Institute of Natural Aesthetics building elevations (color modification), site and landscape located at 1112 East Apache Boulevard in the CSS, Commercial Shopping and Service District and the Transportation Overlay (Corridor) District.

ZONING AND DEVELOPMENT CODE REFERENCE:

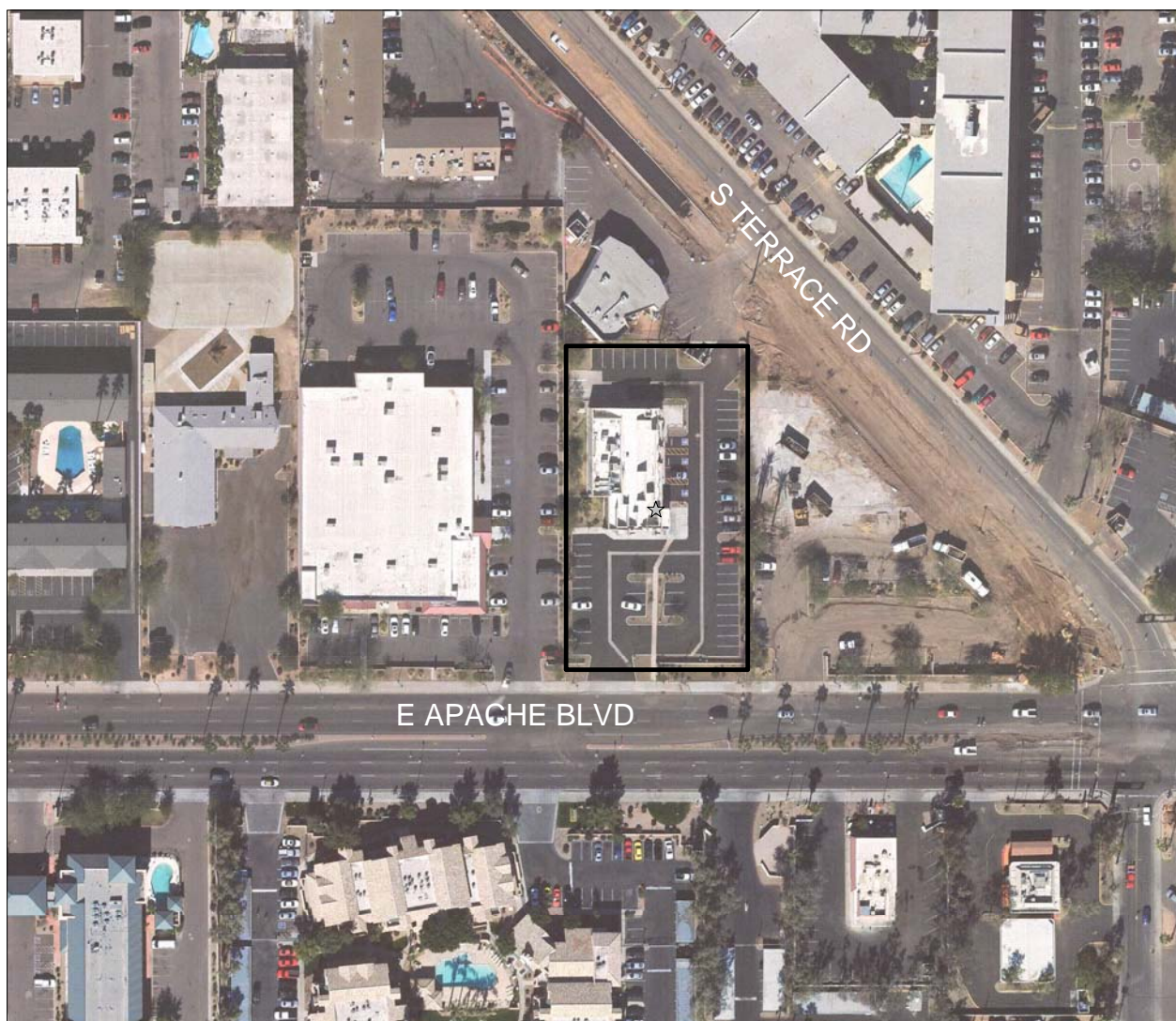
Section 6-306, Development Plan Review

SOUTHWEST INSTITUTE OF NATURAL AESTHETICS

PL070085



Location Map



SOUTHWEST INSTITUTE OF NATURAL AESTHETICS (PL070085)



Swina
Southwest Institute of Natural Aesthetics

March 15, 2007

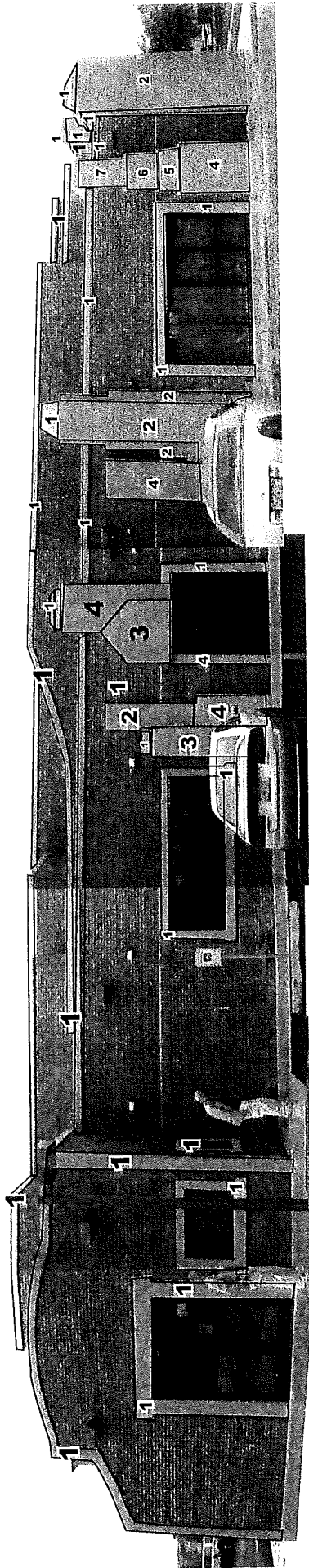
Kevin O'Melia, R.A., R.L.A
City of Tempe – Development Services Department
31 East Fifth Street
Tempe, AZ 85281

Dear Mr. O'Melia,
Southwest Institute of Natural Aesthetics, located at 1112 E Apache Blvd, is seeking approval to upgrade the building by painting with vivid colors in a mosaic style in an effort to bring an abstract depth to the facility. We feel as though the design that has been chosen will draw positive attention to the site. Currently with the increased amount of construction occurring due to the light rail, that it is important to create a look that is both eye catching and creative while keeping the natural look of the brick. The Southwest Institute of Natural Aesthetics is an organization committed to beautification. Pride is taken in providing students with an education utilizing skin care products that are holistic in nature. The colors chosen to paint the facility will reflect the creativity that is encouraged with in our curriculum. It is our request that we be granted approval to further beautify the location.

Respectfully,

KC Miller
Southwest Institute of Natural Aesthetics

1112 E. Apache Blvd ♦ Tempe, AZ 85281 ♦ 480-393-1415 ♦ Fax 480-517-5082



East Elevation

Southwest Institute of Natural Aesthetics
1112 E. Apache Blvd. • Tempe AZ

200F-6 Sequoia Grove

1

260F-5 Applesauce Cake

2

430F-5 Bahia Grass

3

340F-7 Woven Basket

4

340F-6 Mojave Gold

5

340F-5 Beachwalk

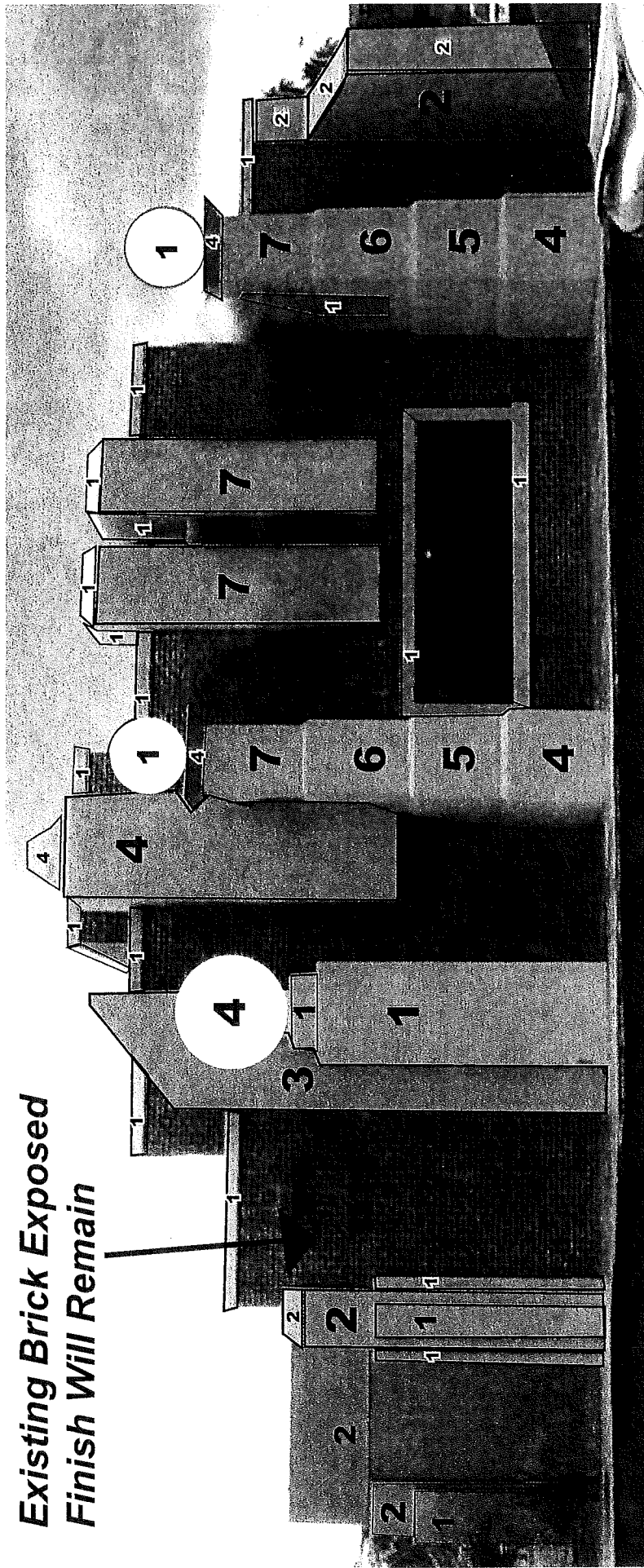
6

340F-4 Expedition Khaki

7

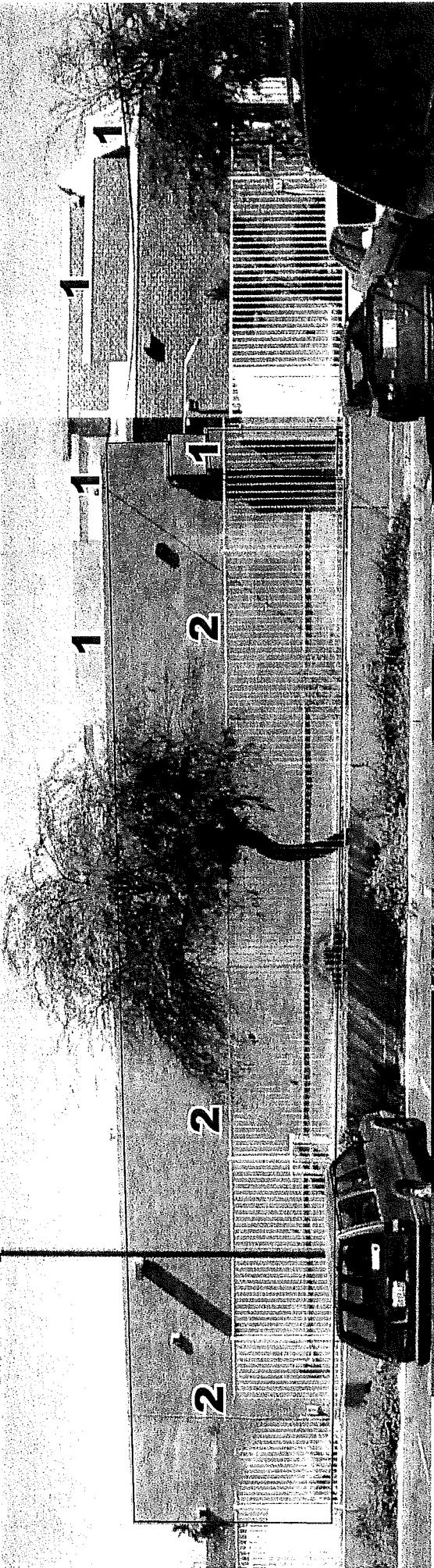
Brand name
BEHR Premium Plus paints

*Existing Brick Exposed
Finish Will Remain*

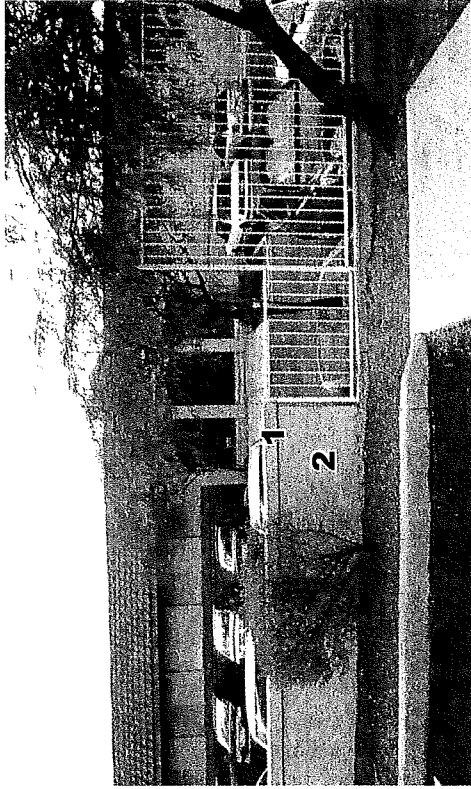


South Elevation

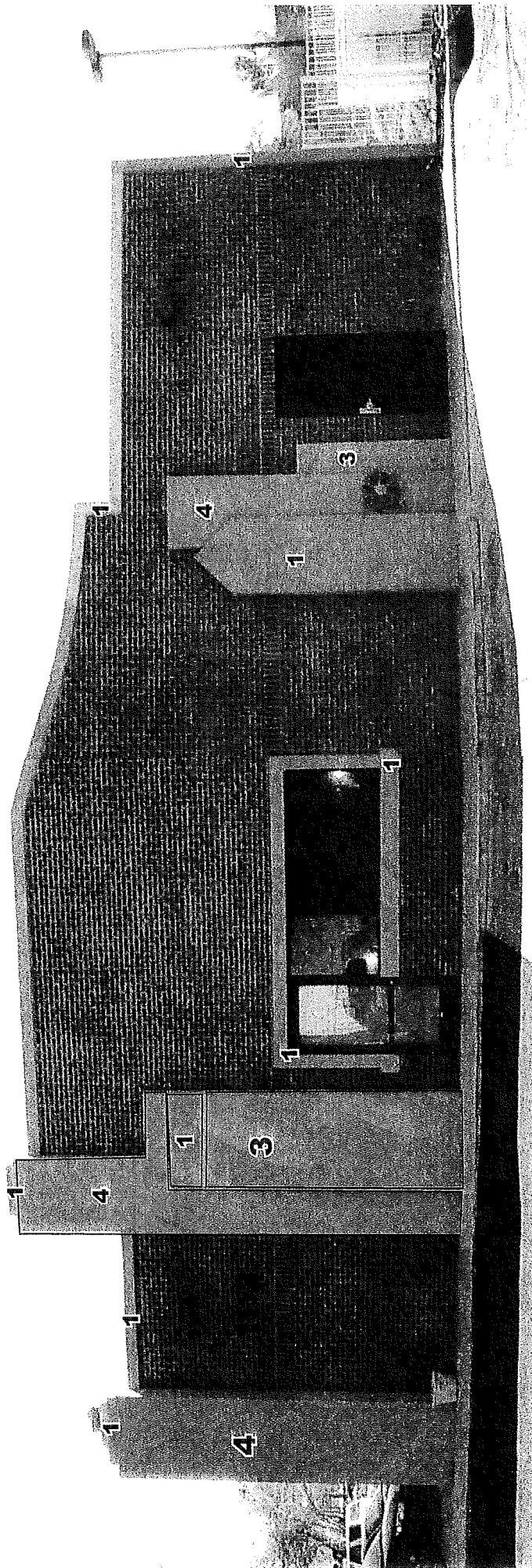




West Elevation



**Wall around
1112 E. Apache Blvd**



North Elevation

